

SPM #9 (#15): Death rate per 100,000 among youth ages 15-19, due to motor vehicle crashes.

Relationship to Priority Need(s): SPM #15 relates to Wisconsin's Priority Need #10 - Injury and is identified as a priority in Healthiest Wisconsin 2010, the state health plan. Wisconsin's 2003 YRBS results reveal that seat belt use (always or most of the time) when riding in a car driven by someone else increased from 51% in 1993 to 69% in 2003. The frequency of riding with someone during the past 30 days who had been drinking decreased from 39% in 1993 to 30% in 2003. During the same time period, the frequency of driving after drinking alcohol during the last 30 days remained relatively unchanged (15% in 1993 vs. 14% in 2003).

In June 2003 during its periodic statewide observation surveys of seatbelt use, DOT reported that 69.8% of passenger vehicle occupants (front outboard - meaning the driver and passenger in the right front seat [not in the middle position]) used their seatbelts. It found, however, that belt use is the lowest among drivers ages 16-25.

a) Report of 2003 Major Activities

1. Educational Activities—Enabling Services—Adolescents

Mock vehicle crashes and other education continued to be used to impact this measure. DPI continued to have an Alcohol Traffic Safety (ATS) Program to develop and implement K-12 prevention curricula and instructional programs to counter the problem of drinking and driving by youth.

2. Graduated Driver License (GDL) —Population-Based Services—Adolescents

Wisconsin's Graduated Driver Licensing (GDL) requires specific conditions for young drivers. According to DOT, this law was put into effect for one major reason: to save the lives of Wisconsin teen drivers. From September 2000 - September 2001 (its first year) crashes involving 16-year-old drivers were down in all categories compared to the past several years.

About 24% of all 16-year-old drivers get into a crash, that drops to 16% at age 17, and by age 18 it drops again to 14%. The percentage is 13% at age 19 and at age 20 and older, the crash rate is just 6%. The GDL continued to impact this performance measure.

3. Lower standard for Blood/Breath Alcohol Concentration (BAC) - Population-Based Services - Adolescents

In July 2003, Governor Doyle signed into law a bill to lower the prohibited BAC level for Operating While Intoxicated (OWI) to 0.08% from 0.10. The law which became effective on September 30, estimates the saving of 24 lives annually on Wisconsin roads (based on U.S. DOT data).

b) Current 2004 Activities

1. Educational Activities—Enabling Services—Adolescents

As in 2003, mock vehicle crashes and other education efforts occur to impact this measure.

2. Graduated Driver License (GDL)—Population-Based Services—Adolescents

An article regarding the evaluation of the GDL will be submitted for publication in the December issue of the Wisconsin Medical Journal.

3. Local Needs Assessments—Infrastructure Building Services—Adolescents

Working with counties regarding data requests for needs assessments and preventions continues.

4. Injury Prevention Coordinating Committee—Infrastructure Building Services—Adolescents

Development of a new crash related WISH module working with DOT is in process.

c) 2005 Plan/Application

1. Educational Activities—Enabling Services—Adolescents

In order to decrease the incidence of deaths due to motor vehicle crashes, education will continue. The new BAC level will impact this measure.

2. Graduated Driver License (GDL)—Population-Based Services—Adolescents

This will continue to be a strong method of impacting this performance measure.

3. Local Needs Assessments—Infrastructure Building Services—Adolescents

Working with counties regarding data requests related to youth motor vehicle crashes will continue. Work with DOT will continue on making motor vehicle crash data more accessible to agencies and the general public.

4. Injury Prevention Coordinating Committee —Infrastructure Building Services—Adolescents

Plans include constructing data maps related to motor vehicle crashes on the web, develop a GIS/spatial analysis using death and hospitalization data to examine incidents of motor vehicle crashes, and work on policy analysis regarding prevalence, cost, community education surrounding motor vehicle crashes among 15-19 year olds.

Implementation of Health Priority: Intentional and Unintentional Injuries and Violence will continue and is ongoing.